

Gateway Village Off-Premise Billboard Sign

Development Agreement with
VP Gateway Sign, LLC

City Council Regular Meeting
November 21, 2016

Presenter: Rick Williams, Planner II



Request

Approval of a Development Agreement allowing for construction of a 65' off-premise billboard sign on the Gateway Village site, approximately 470 feet east of west property line

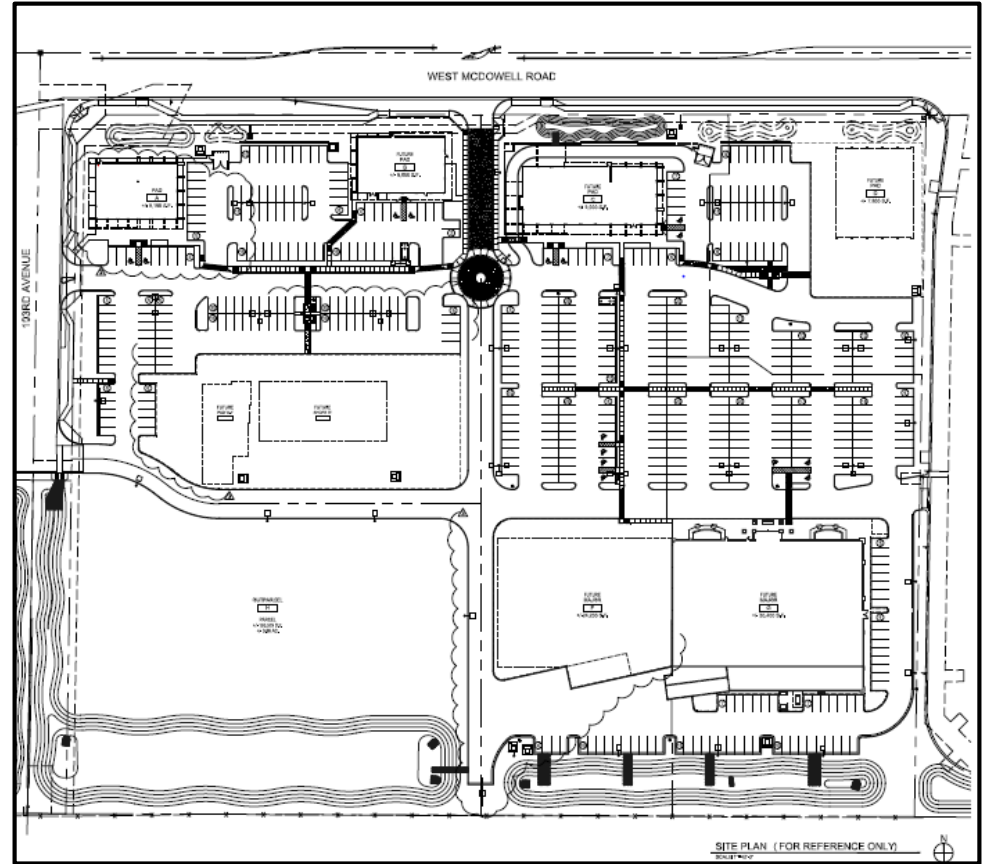


Background – Billboard Signs

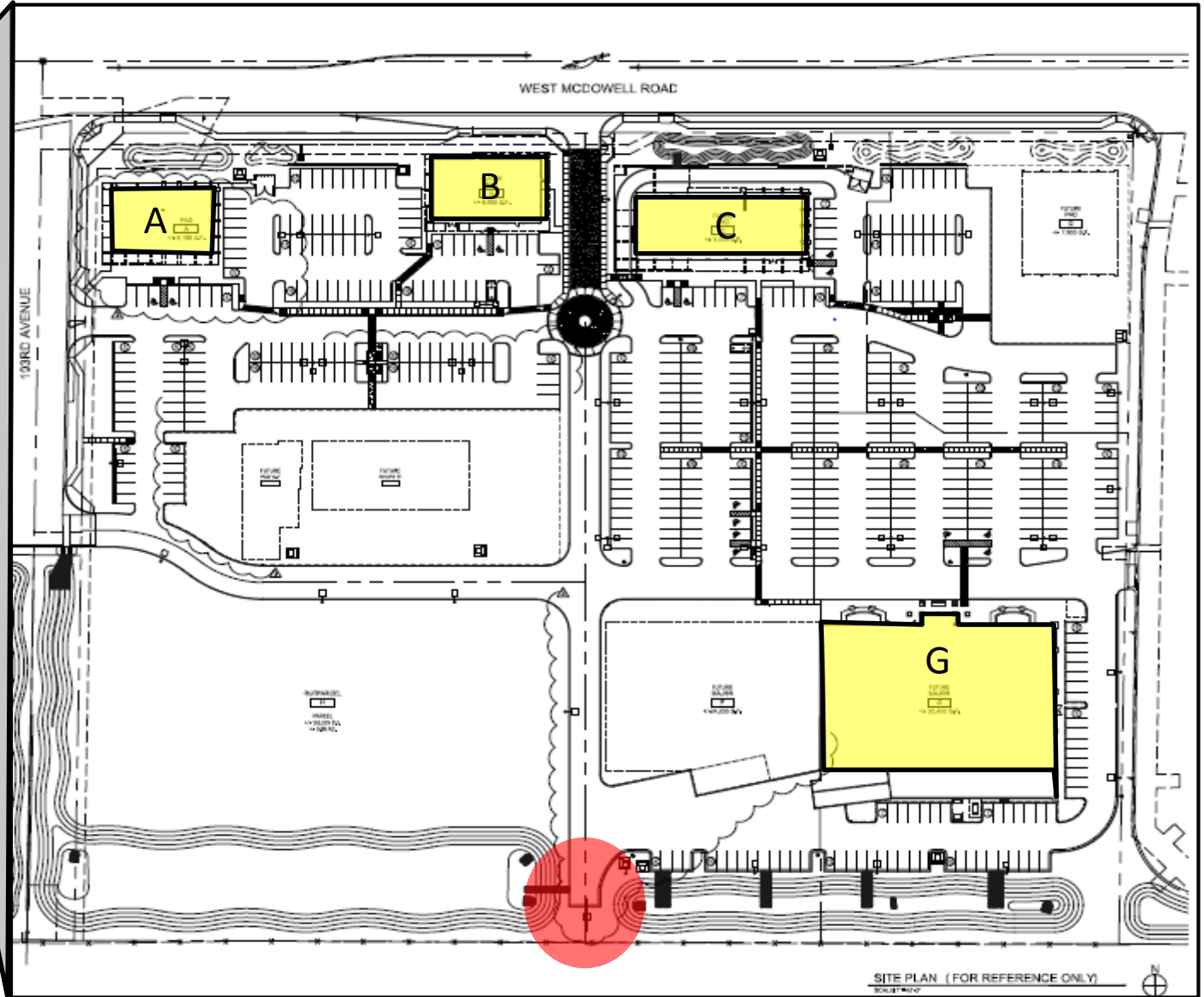
- Prohibited by City's Zoning Ordinance
- City of Avondale Off-Premise Billboard Guidelines adopted by City Council on February 1, 2016
 - Creates a path for City Council to allow billboards via Development Agreement, subject to multiple locational, design, and operational requirements
- Development Agreement application for a billboard on the Gateway Village Site was submitted on March 1, 2016

Gateway Village

- Zoned Freeway Commercial (C-3) 2015
- Master Site Plan for Gateway Village approved on November 3, 2015
- Final Plat for Gateway Village approved on April 6, 2016
- Pads A,B,C and G are complete – Sportsman's, Habit Burger, Tokyo Joes, Café Zupas, Blaze Pizza, Sleep Number Beds, Vision Works...



Avondale



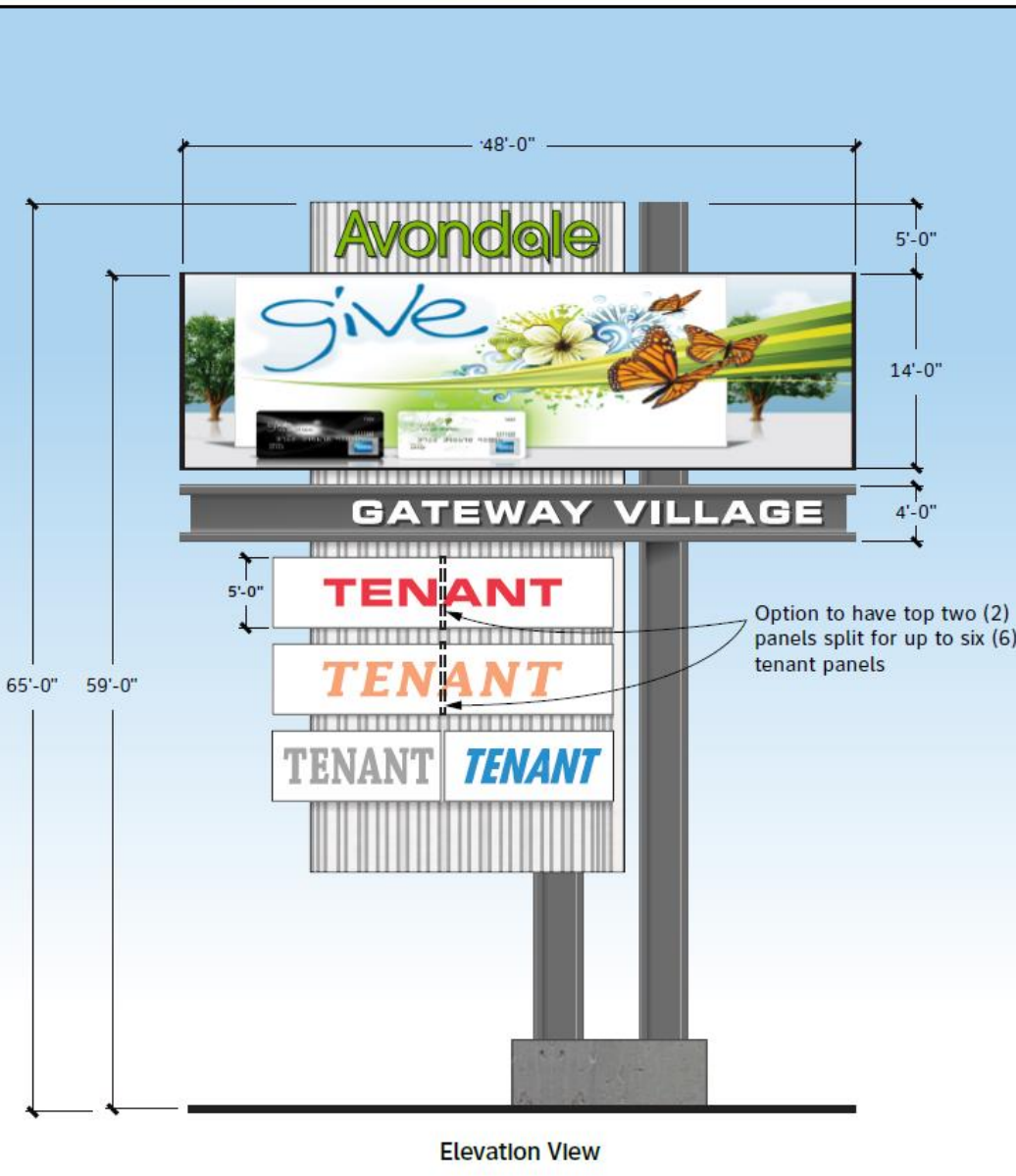
Aspiring. Achieving. Accelerating.

Separation

- 1,320 feet from the proposed Park 10 Billboard to the west
- 980 feet from the existing Gateway Crossing Freeway Pylon to the east
- +/- 2,100 feet from nearest single family residential use – Sunrise at Harbor Shores
- +/- 1,500 feet from nearest multi-family residential use – Aventura Apartments



Avondale



- 59' to top of sign; 65' overall height
- 675 SF Digital Display
- Dual-sided (V-Shaped)
- Three 5' x 24' Tenant Panels on each side
- Shared colors, materials, and themes from adjacent Gateway development
- Prominent halo-illuminated Avondale logo and Gateway Village logo



Operation

- Static ads only – no video, scrolling, etc.
- Automatic dimmer
- Required Shutoff - 11:00 p.m. to Sunrise
 - Exception for emergency messages from local, state, or federal government (e.g. Amber Alerts)



Terms of Development Agreement

- Initial 20-year term; allowance for two 10-year extensions
- **City provides:** Permission to construct billboard in conformance with the exhibits attached to the DA
- **VP Gateway Sign, LLC provides:** 87.6 hours of “buy-time” annually or payment for unused buy-time (\$40,000 annual value escalating in ten-year increments to \$53,240.00 in years 31-40)

Recommendation

Adopt Resolution 3348-1116, approving a Development Agreement with VP Gateway Signs, LLC



Questions/Discussion

Development Agreement with
VP Gateway Signs, LLC for Off-Premise
Billboard Sign

